



®

*ए-panipurii kart.z*

# Sooch nayi ... Swad wahi !!

## IoT-enabled, App-based Panipuri-filling Machines



**INTELLECTUAL  
PROPERTY INDIA**

PATENTS | DESIGNS | TRADE MARKS  
GEOGRAPHICAL INDICATIONS

**Patent : 524077**



Software for Technology Parks of India  
www.stpi.gov.in



STARTUP  
INCUBATION AND  
INNOVATION  
CENTRE  
BT KAMPUR

## Problem



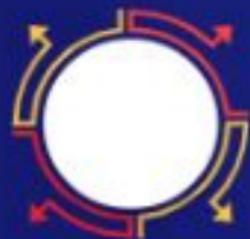
India is ranked 105<sup>th</sup> in Global Food Security Index  
Food Quality & Safety Index of India is 62.1



## Solution

Oxidative stability with < 1% linolenic acid

100% Pure Wheat Flour Panipuri



Organic Wood Cold Pressed  
Sunflower Oil

Automated Cleaning



Contactless Serving



Automated Stuffing

Touchless Operating

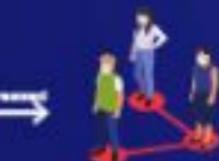
Lab Tested Quality Ingredients

## Why Now?

Ethnic Fast Food Market Growth  
CAGR of 31.95%.



Post pandemic



Contactless serving



Demand of food  
vending machines

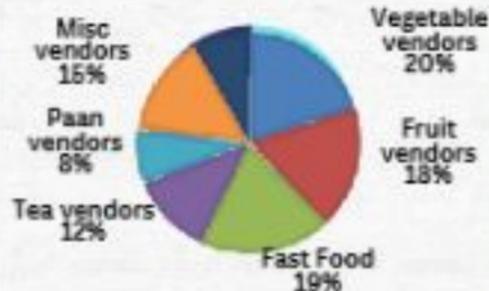
107% increase in Google search

49.5

Lac+

Street Vendors

Panipuri 8%



60%

Need for Machine  
& Service

45%

Ready to buy

75%

Vendors looks for  
Affordability

## Market Size

### Water Vending Machine

- Global market ₹ 20,874 Cr with CAGR of 6.1%
- Indian market growth with CAGR of 14.9%

Current Unorganised Market Size  
5000 Machines Per Year

Target Market Share - 10%  
ASP @ 25,000/-

The Indian franchise business is expected to touch ₹  
11,68,961 Cr - ₹ 12,52,458 Cr in the next 5 years

Out of this 35% of franchise concepts are F&B brands

## Market Size

### Pani Puri Market in India

TAM: ₹ 14,454 Cr

SAM: ₹ 7,227 Cr

SOM:  
₹ 722 Cr

### Spices Market in India

TAM: ₹ 1,80,760 Cr

SAM: ₹ 15,967 Cr

SOM:  
₹ 1,064 Cr

### Franchise Market in India

TAM: ₹ 80,000 Cr

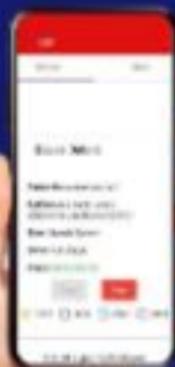
SAM: ₹ 28,000 Cr

SOM:  
₹ 2,800 Cr

# Thesaurus

IoT Applications Integrated with Advanced  
Sensors To Operate Remotely  
Through Mobile App

It's monitor pH , Acidity , Temperature  
TDS and detect spoiled Ingredients



- Auto Cooling Cycle
- Automated Cleaning System
- Switch On-Off From Mobile App
- Live Sales Report
- Auto Flow control 10 ml- 30ml
- Auto Mixing of Flavors
- Low Alert Sleep Mode & Alarm to Refill

## Target Customers



**900 Kiosk  
Food Vendors**

797 Districts  
113 k Public Places  
555 k Workplaces

**375**

**Entrepreneur**

630 k Residential Complex



**25%**

**225**

**Panipuri Vendors**

396 k vendors



**15%**

# टाइमर इन्फो

**Panipuri Fills** ₹15

Pudina, Imli, Spicy

**Panipuri Gups** ₹20

Dahi puri, Imli puri, Sev puri,  
Nibu puri, Garlic puri, Red Chilly Puri

**Panipuri Shots** ₹40

Khatta Mittha, Punjabi Masala  
Pudina, Imli, Spicy, Jaljeera

**Panipuri Mix** ₹50

Dahi Bhalla, Jhalmuri, Bhehmuri  
Batata puri, Papdi Chaat, Ragda Chaat  
Aloo Kabli Chaat, Aloo Tikki Chaat

Note: Packing Charges Extra

+91 7676135136

[www.aipanipuriart.com](http://www.aipanipuriart.com)



**Panipuri Flavor  
Serving**



**Panipuri  
Vending**



**7 Flavors**



**5 Spices**



**6 Chutney**

# Competition

MOAT : Patent Product  
 First Mover Advantage : Mobile App  
 Entry Barrier : In House Production

Particular						
Mobile app	✓	✗	✗	✗	✗	✗
Safety Features	✓	✓	✗	✓	✗	✗
Touchless operation	✓	✗	✗	✗	✗	✗
Live sales report	✓	✗	✗	✗	✗	✗
Spices paste	✓	✓	✗	✗	✗	✓

## Team & Advisors



**Harish Neotia**  
CEO & Founder

BBA , Shalooni University  
Calltech Cellular Pvt Ltd  
22 Years Experience  
Sales & Marketing



**Manisha Neotia**  
Director R&D

I.Com , Marwari College  
Calltech Cellular Pvt Ltd  
15 Years Experience  
Administration



**Tanya Raj**  
CMO

MCA  
Ficuslot Innovation Pvt  
Ltd  
10 Years Experience  
Marketing



**Jatin Solanki**  
CGO

IIT Mumbai  
Expertrons Pvt Ltd  
15 Years Experience  
Serial Entrepreneur



**Jyoti Prakash Sahoo**  
CTO

BTech , CET BBSR  
Eupep Technologies  
7 Years Experience  
IoT/ AI



**Dibya Sundar Rath**  
CPO

MS , IIT Kharagpur  
Prime Technology  
7 Years Experience  
Electrical Engineering



**Amit Singal**  
Advisor & Mentor  
VCFO

Fluid Ventures

# GTM

Franchisee 1800



Town Franchisee 150

# Business Model

1.85 Cr Customers  
45.76 Cr Plate



25-26	20	180	20
26-27	30	270	30
27-28	40	400	40
28-29	50	450	50
29-30	60	525	60

# Revenue Model

## B2B

Selling Price	Basic	Standard	Premium
Machine	10000	20000	30000
Spices & Flavors	196	265	371
App Subscription	100	300	500

## Franchise

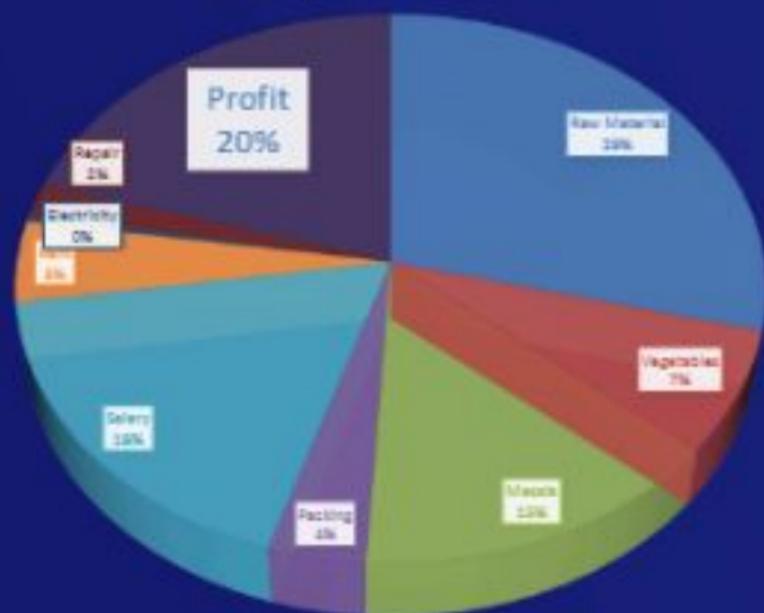


\*INR

Model	COST	Monthly Sales	Net Profit	ROI
Mini Shop	75 k	50-60 k	20%	6-8 Months
Shop In Shop	100 k	60-75 k	20%	6-8 Months
kiosk	125 k	75-100 k	20%	6-8 Months

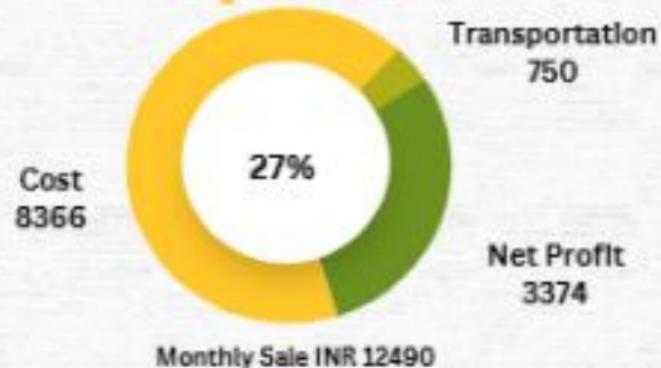
## Unit Economics

B 2 C



B 2 B

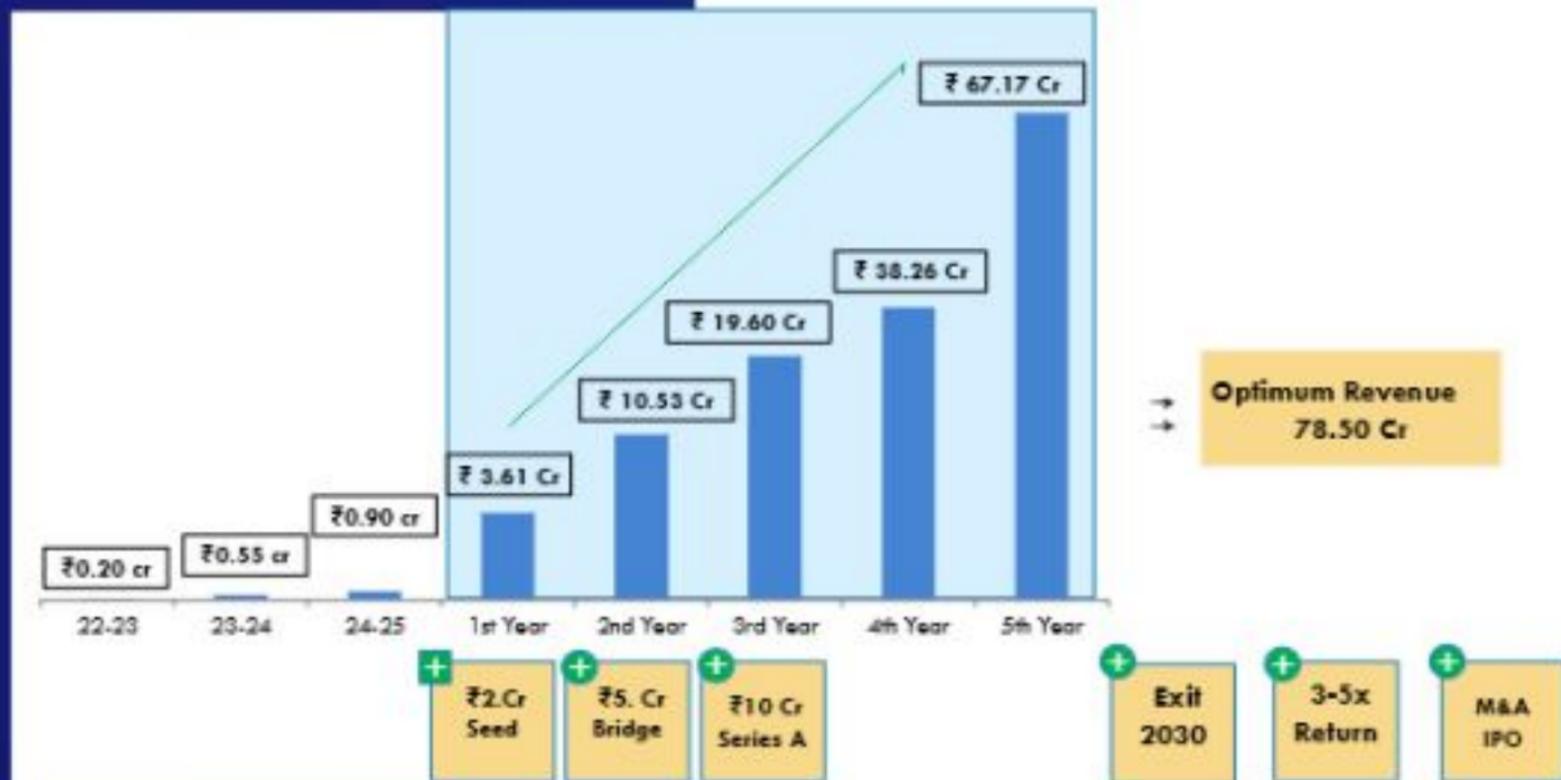
Spices



Machine

Selling Price	30000
Raw Materials	50 %
Production Cost	20 %
Gross Profit	30%

## Early Traction



\*Revenue Projection Post-Investment

## KPI



FootPrint

- 16 States & 40+ Towns

Validation

- 400+ Machines & 4.5 Lacs Customers

## B 2 C



## B 2 B



## The Ask

**Rs. 1.5 Cr**

**Runway**

18 Months

**Equity**

10%

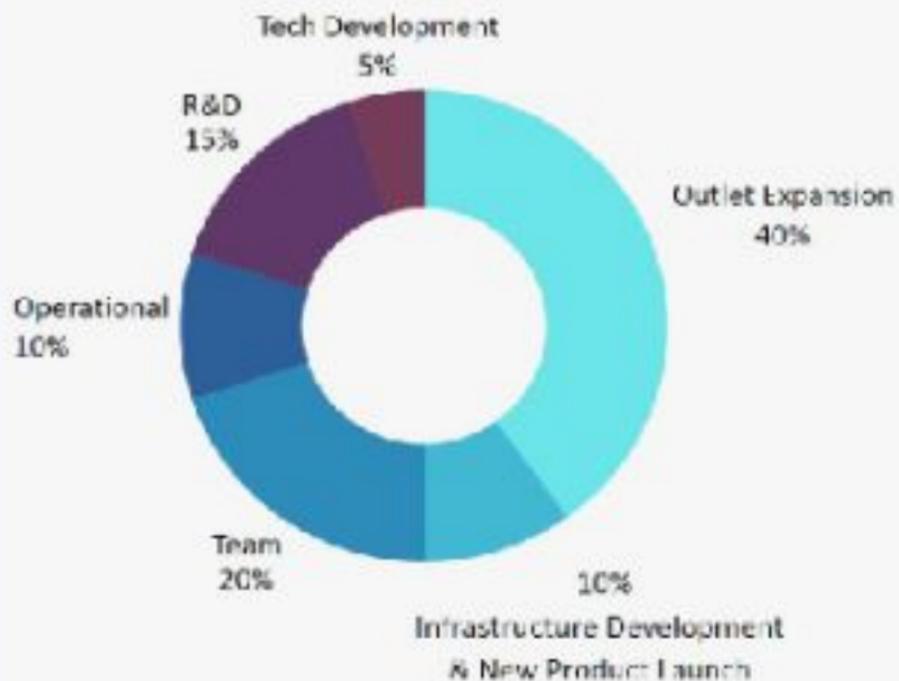
Pre Seed Rs. 15.17 Lakhs  
Equity : 3.2%  
April 2022

Seed Rs. 32.75 Lakhs  
Equity : 2.64%  
July 2025

Grant : 30 Lakhs  
Debts: 40 Lakhs

Breakeven : 2025  
EBIDTA + 2026

## FUND UTILIZATION



## Social Impact On Women Street Vendors

**Promoting Inclusive and sustainable economic growth, full & Productive Employment and decent work for all Women Street Vendors**



### Gender Inclusion

Out of 11.9 M Street Vendors, Women contribution is 1.2 M, which we are targeting upto 50%



### Financial Inclusion

Only 12% Women Street Vendors are benefitted with Financial Assistance. We are focusing on 100% financial assistance.



### Socio-Economic Inclusion

Only 8% have a monthly income of 15k or above. We have set a target of 100% achievement in our sector



### Demographic Inclusion

Age above 40 have only 24% contribution which we have targeted to extend upto 100%.



## Testimonial & Recognition



### Sri Sri University





ए-पानिपुरी कार्ट.२<sup>®</sup>

**THANK YOU!**



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Harish Neotia  
Founder & CEO

